



a.

C. ILLUSTRATIVE DEVELOPMENT
OPTIONS

2. MAIN STREET

MAIN STREET IS THE PRIMARY HOME OF COMMERCIAL BUSINESS IN THE COMMUNITY, running 1000’ south from Central Park Square through the primary retail corner at Central Avenue to an amphitheater overlooking Los Alamos Canyon. It serves not only the immediate neighborhoods in the Downtown, but also the entire community of Los Alamos.

The distance of 1000’ feet has been shown to be a critical length for successful retail in small towns. Achieving this distance in Los Alamos requires extending Main Street from Central Avenue to Trinity Drive. This strengthens the principal retail corner in Downtown at Main and Central, and provides vehicular connection to Trinity Drive, the principal thoroughfare. Main Street is lined with various retail uses and serviced by two Park Once locations and on-street parking.

The first of three major anchors suggested for Main Street is a Performing Arts Center. Three possible locations are suggested for this building: at the north or south end of Main Street, or as illustrated adjacent to Central Park Square, which has the potential to function like a traditional New Mexican Town Plaza, with a mixture of uses, including retail, office, housing and civic purposes.

A medium-size box department store is the second suggested anchor along Main Street. This should be located near the intersection of Trinity and Main and would provide the kind of general goods retail that is currently available only in Santa Fe or Espanola.

The last anchor is an amphitheater at the southern terminus of the street overlooking Los Alamos Canyon. This location takes advantage of the magnificent views offered by the canyon and encourages increased public use of the canyon rim. Further ideas for special uses along Main Street include a new movie theater, hotel, and a convention center.



b.



c.

- a. 20 YEAR ILLUSTRATIVE PLAN
- b. 10 YEAR ILLUSTRATIVE PLAN
- c. EXISTING PLAN PHOTOGRAPH



a.



b.



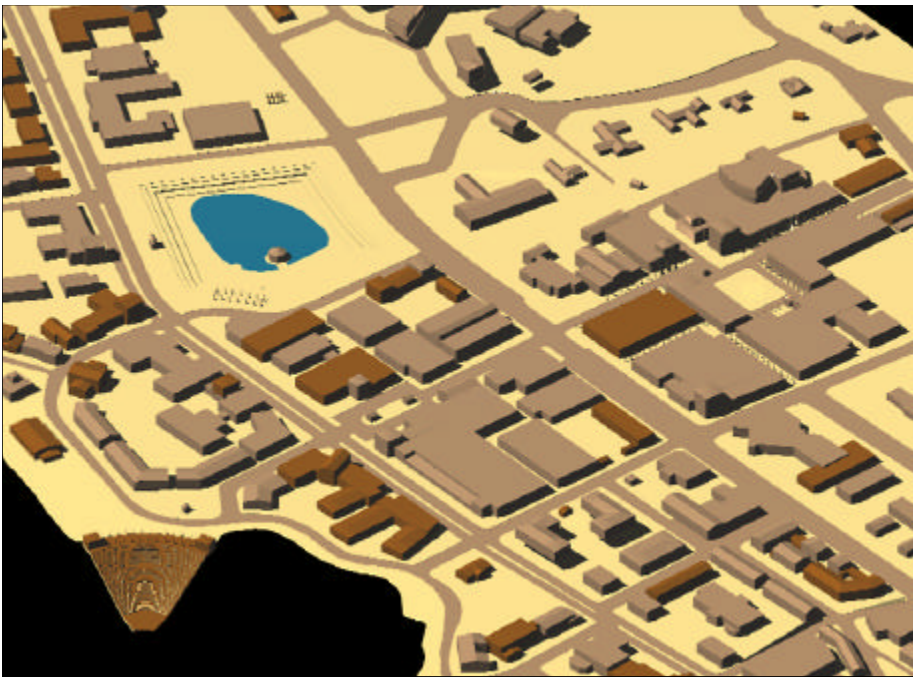
c.



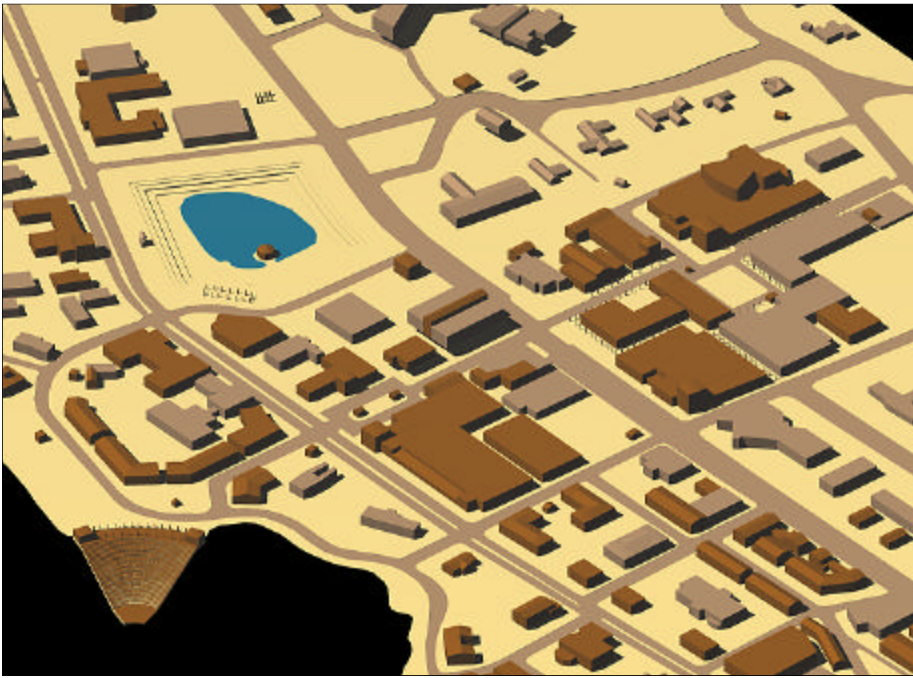
d.



e.



h.



g.

OVER A 10 AND 20 YEAR FRAME OF DEVELOPMENT, MAIN STREET HAS THE POTENTIAL TO provide a tangible and permanent town center location for living and commercial activities in downtown Los Alamos. By serving as a central retail district and providing a major north-south orientation, Main Street gives a clear image, a structure, multiple day-long uses, and compactness to Downtown, creating a “there” there.

Again, the illustrative plans shown are meant to serve only as a guideline for future development. There are a number of catalytic projects along Main Street that are essential in spurring the future growth of this area. The completion of Main Street itself is the first key project that must be undertaken. This is a public project that will set the stage for continuous, incremental development along the street. The development of a town plaza can be undertaken in conjunction with the construction of a Performing Arts Center that will draw both residents and visitors into the town center.

The development of a medium-size box department store that respects the continuous presence of storefronts along Main Street is one of the first private ventures that should be encouraged in the Downtown. Along with the department store, an associated Park Once garage must be developed. The Park Once garage on the corner of Central Avenue and 15th Street should occur in association with a Performing Arts Center. These two parking locations will alleviate the need for surface parking lots and thus free up land for private commercial development. These catalytic projects along Main Street are essential not only to the successful development of this district, but to the successful growth of Downtown as a whole. Main Street is the intersection of living, art and commerce, and should set the standard for the both satisfaction of daily needs and the flowering of a local culture.



f.

- a. HISTORIC NORTH-SOUTH “MAIN STREET,” 1940’s
- b. EXISTING PARKING LOTS BETWEEN CENTRAL AVE AND TRINITY DR LOOKING SOUTH
- c. PROPOSED MAIN STREET BETWEEN CENTRAL AVE AND TRINITY DR LOOKING SOUTH
- d. EXISTING NORTH END OF MAIN STREET AND CENTRAL PARK SQUARE
- e. HISTORIC THEATER 2, 1940’s
- f. PROPOSED PERFORMING ARTS CENTER AT NORTH END OF MAIN STREET
- g. 10 YEAR BUILDOUT
- h. 20 YEAR BUILDOUT